FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034847-A **Type of Permit:** FILMING **Release Date:** 12/15/2010

Production Company IDENTITY MEDIA INC

Insured Company Name IDENTITY MEDIA INC

Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 400 W 14TH ST, 3RD FLOOR
NEW YORK, New York 10014

Production Title LOREAL

Type of Production Commercial - Standard

Producer Stephanie Bruni

Director Laurent Chanez

1st AD Andy Coffing

Production Manager Suzanne Stanford

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Carson Turner
Primary Phone Mobile - 310-991-1090
Secondary Phone Office - 212-683-2500

Location Assistant NA NA
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 900	$207.00
Notification Charge	$155.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$760.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$704.00

Total Permit Fee $2,376.00

Number of Locations 2

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 1 of 2

Permit Number	F00034847-A	**Location Manager**	Carson Turner
Production Company	IDENTITY MEDIA INC	Primary Phone	Mobile - 310-991-1090
Insured Company	IDENTITY MEDIA INC	Secondary Phone	Office - 212-683-2500
Production Title	LOREAL		

Location Address 2600 Franklin Canyon Dr, Beverly Hills, CA, 90210

Location Type Park

Location Description FRANKLIN CANYON PARK

Film Dates 12/17/2010 - 12/17/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1

Personnel on Location

Type	Quantity
Crew	1

Filming Activities *POSTING FOR CLEARANCE ONLY; FILMING ON SANTA MONICA MOUNTAINS CONSERVANCY PROPERTY*;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 592 **Grid:** E1

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Coordinator Note Rider A obtains DOT approval; releases location; collects posting and notification fees

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Location

Posting "No Parking" signs E/S Franklin Canyon Dr., Mulholland Dr - South 900'

Approximate Footage 601 - 900 **Log Number** 8788

Date(s) 12/17/2010 to 12/17/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00034847-A
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title LOREAL

Location Manager Carson Turner
Primary Phone Mobile - 310-991-1090
Secondary Phone Office - 212-683-2500

Location Address Mulholland Hwy & Mt Lee Dr, Los Angeles, CA, 90068

Location Name GRIFFITH PARK - HOLLYWOOD SIGN

Location Type Park

Film Dates 12/16/2010 - 12/16/2010 07:00 - 17:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
Identity.LOreal.34847.PARK1.pdf
Identity.LOreal.34847.PARK2.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Motor Homes	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	60
LA City UFSO assigned	26607

Filming Activities Exterior Dialogue; Exterior model against scenery; Building a small platform with ropes for talent to stand on; Using a remote control helicopter;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 563 **Grid:** F7

Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Joanne Luna
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Coordinator Note UFSO required 12/16 0700-1700 hrs (UFSO hours verified by Insp Owens 12/14)

Coordinator Note FILMING AT THE HOLLYWOOD SIGN AND PLATEAU
2 park monitors required 12/16 0700-1700 hrs

Coordinator Note Rider A obtains park approval; releases location; collects park and UFSO fees

Parking

Base Camp
Location Type : Location
Street : Deronda Plateau and Ferndell

Crew Parking
Location Type : Location
Street : Deronda Plateau and Ferndell

NOT A PERMIT

Filming at the *Hollywood* Sign

WHO TO ASK

1. **For Access: Park Film Office**: The Sign is in Griffith Park and entry to grounds requires approval by the Park Film Office. An appointment to scout the location with you and understand your needs in the context of what is permissible will be done prior to filming. Please contact the Park Film Office at (323) 644-6220 or http://www.laparks.org/dos/ranger/parkfilm.htm
.
2. **For Permits: Film LA**: Filming and photography requires a City of Los Angeles permit from FILM LA, INC. Please contact FILM LA for this information at (213) 977-8600 or http://www.filmla.com

3. **For Licensing Permission: Hollywood Chamber of Commerce**: The Hollywood Chamber owns certain trademark rights for usage of the Sign or its likeness for commercial purposes. The Chamber uses Global Icons to manage these rights and negotiate all fees. They are accustomed to both commercial and feature film requests. Please contact Global Icons at (310) 820-5300 or http://www.globalicons.com/files/HollywoodSheet.pdf

BASIC RULES OF THE ROAD

HOURS - Filming is restricted to daylight hours only.

LOCATIONS

Areas provided for filming or photography in the Park is limited to:

- **Sign site** – a ten foot wide, 80-foot long plateau on Mt. Lee, under the Sign letters, reached by a difficult climb down a steep embankment.
- **Park entrance area at the end of Deronda** – Unpaved area northwest of gate entrance may be used as small base camp after review with Recreation and Parks Department.
- **Lake Hollywood Park (alternative)** – Located at Mulholland Hwy and Canyon Lake Dr. This large grassy plot near the base of Mt. Lee, almost directly below Sign, has plentiful street parking and a good view of the Sign. This area is not subject to many of the usual Hollywood Sign Restrictions.

Restricted areas are as follows:

- Driving shots along Mt. Lee Dr. are not permitted.
- The paved access road to the Sign cannot be used for any purpose except drop-off at the Sign site. Parking is prohibited in order to insure fire equipment access.
- Every activity at the Sign will be monitored and assisted by a Department Employee. No climbing on or touching of the Sign is permitted.
- Street access to the residences outside the Deronda gate cannot be blocked.

PHYSICAL RESTRICTIONS

- No construction of any kind can be built around the sign or the park area near the surrounding neighborhood.
- No alteration, physical changes or lighting of the Hollywood Sign or surrounding area is allowed.
- No vegetation may be cut or removed.
- NO SMOKING allowed in the Park.

CREW & EQUIPMENT

- Crew size must be limited to 20 or less at the Sign itself *for safety reasons*.
- Equipment must be limited to necessary items which can be transported in one utility vehicle.
- No more than 3 vehicles will be allowed at any one time in this area of the Park.
- No large trucks or other large vehicles are permitted to travel Mt. Lee Dr.
- No generators can be brought into the Park.

DRAFT PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

ADDITIONAL HOLLYWOOD SIGN AND PLATEAU GUIDELINES.

- **OK TO STAKE 8-10 INCHES TO SECURE 3 TALENT PLATFORMS AT BASE OF SIGN.**
- **OK TO TIE ROPE TO FENCE TO REPEL DOWN TO SIGN.**
- **OK TO PARK ON THE DIRT PLATEAU.**
- **NO PARKING OR FILMING ALLOWED ON MT. LEE DRIVE.**
- **OK TO PARK A MAXIMUM OF 3 VEHICLES ON THE DIRT TURN OUT JUST BEFORE THE GATE TO THE ACTUAL SIGN.**
- **MAY NOT PARK ANY VEHICLES BELOW OR ON THE MULHOLLAND TRAIL.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or

WORK PERMIT

unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-34847 IDENTITY MEDIA INC "LOREAL"

NO FILM PERMIT